

Comparisons of Job Characteristics

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Advertising Sales Agents (41-3011)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 79

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Advertising Sales Agents (41-3011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.6	14.9	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	17.5	14.0	<<	Extensive education and/or training may be required
Clerical	7.3	12.2	10.3	<	Expanded education and/or training may be required
Communications and Media	5.3	11.0	18.1	>>	Current knowledge level is likely more than sufficient
Telecommunications	3.9	6.7	8.4	>	Current knowledge level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 82

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Advertising Sales Agents (41-3011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Persuasion	7.4	14.1	10.3	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	12.7	13.0	0	Current skill level may be sufficient
Service Orientation	7.9	12.0	9.2	<<	Extensive development of skills in this area may be required
Negotiation	6.8	11.6	11.0	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 97			
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Advertising Sales Agents (41-3011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	14.5	16.5	>	Current ability level is likely sufficient
Speech Clarity	10.2	13.9	13.0	0	Current ability level may be sufficient
Speech Recognition	9.9	13.3	13.2	0	Current ability level may be sufficient
Fluency of Ideas	7.6	10.7	13.0	>	Current ability level is likely sufficient
Originality	7.6	9.2	12.2	>>	Current ability level is likely more than sufficient
Mathematical Reasoning	6.3	8.1	9.7	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 91
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Advertising Sales Agents (41-3011)		
Work Activities	Exclusivity of Activity	
Access media advertising services	75	
Advise clients or customers	19	
Design advertising layouts	92	
Develop advertising strategy	84	
Make presentations	13	
Monitor consumer or marketing trends	74	
Provide customer service	14	
Sell products through advertising	95	
Use public speaking techniques	13	
Write advertising copy	87	
Write sales or informational speeches	82	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 94

Focus Occupation: Advertising and Promotions Managers (11-2011)
Associated Occupation: Advertising Sales Agents (41-3011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.